

Message Text

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ACTION EUR-12

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R 171123Z MAY 75
FM AMEMBASSY VIENNA
TO USDOC WASHDC
INFO SECSTATE WASHDC 5707
AMCONGEN FRANKFURT
AMCONGEN MILAN

UNCLAS VIENNA 4308

E.O. 11652: N/A

TAGS: BTRA, BEXP, AU, US, IT

SUBJ: FACILITATED BUSINESS TRAVEL GROUP - AMERICAN BUILDING
EQUIPMENT & MATERIALS

PASS ALSO TO BEWT.

STATE PASS EB/LAKAS.

REF: USDOC 6310, AND PREVIOUS

1. ALL GROUP MEMBERS, EXCEPT GEORGE BACON AND JOHN MULLEN,
MULLEN MFG. CO. INC., ARRIVED SALZBURG IN TIME FOR APPOINT-
MENTS ON MAY 13. GROUP PROCEEDED TO VIENNA EVENING MAY 13 FOR
APPOINTMENTS AT EWTC NEXT DAY. GROUP MEMBERS DEPARTED FOR
MILAN EVENING MAY 14 AND MORNING MAY 15.

2. PARTICIPANTS REPRESENTING 11 AMERICAN FIRMS HAD 37 INDI-
VIDUAL APPOINTMENTS WITH AUSTRIAN FIRMS AT SALZBURG CHAMBER
OF COMMERCE AND 62 APPOINTMENTS AT EWTC VIENNA. RECEPTIONS
AT CONSUL QUINLAN'S RESIDENCE IN SALZBURG EVENING MAY 12 AND
AT EWTC VIENNA EVENING MAY 14 WELL ATTENDED. AMBASSADOR
MET WITH GROUP MEMBERS DURING RECEPTION AT EWTC.

3. GROUP VERY SATISFIED WITH NUMBER AND QUALITY OF
AUSTRIAN VISITORS, AND WITH PROMOTION AND SUPPORT BY AMCON SALZBURG,
EMBASSY VIENNA, AND EWTC. ALSO APPRECIATED PRESENCE OF
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MILAN TRADE CENTER DIRECTOR BILL TATGE WHO ASSISTED WITH

SOLVING LOGISTIC PROBLEMS AND BRIEFED GROUP ON MILAN SHOW.

4. MOST GROUP MEMBERS ESTABLISHED CONTACT WITH MORE THAN ONE POTENTIAL AGENT/DISTRIBUTOR. SOME COULD HAVE SIGNED AGREEMENTS ON THE SPOT (CASELL, MUNDO/PUCKETT, FLEXIWELL, STRICKLAND). AS A CONSEQUENCE OF APPOINTMENTS, AT LEAST 8 AUSTRIAN FIRMS DECIDED TO VISIT SHOW AT MILAN TC.

5. AUSTRIAN FIRMS VERY MUCH IMPRESSED WITH COMPETITIVENESS OF AMERICAN PRODUCTS IN PRICE AND QUALITY. PARTICULARLY PRICES QUOTED BY GROUP MEMBERS APPEARED TO BE HIGHLY ATTRACTIVE TO LOCAL DISTRIBUTORS OF BUILDING MATERIALS AND EQUIPMENT IN VIEW TIGHT FINANCIAL SITUATION OF DOMESTIC BUILDING INDUSTRY.

6. EMBASSY AND MTC DIRECTOR TATGE AGREE ON VALUE OF EXERCISE AND RECOMMEND REPEAT PERFORMANCE IN CONNECTION WITH TC SHOWS OF INTEREST IN CONNECTION WITH AUSTRIA CCP CAMPAIGNS.

7. AVAILABILITY OF EWTC FACILITIES AND SERVICES GREATLY REDUCED ORGANIZATIONAL BURDEN ON EMBASSY STAFF.

8. EMBASSY AGAIN EMPHASIZES IMPORTANCE EARLY AVAILABILITY OF DETAILED PRODUCT DESCRIPTIONS FOR TARGET IDENTIFICATION.

9. FOR MILAN: PLEASE INFORM MESSRS. BACON AND MULLEN, THEY MAY HAVE TO PAY FOR UNUSED HOTEL ROOMS IN SALZBURG AND VIENNA IF EMBASSY IS BILLED BY HOTELS.

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